RETAIL REPRESENTATIVE PERFORMANCE STANDARDS

PRODUCT AVAILABILITY

Exceeds Expectations	• Consistently and effectively identifies out-of-stock/low stock/overstock conditions and successfully corrects conditions by educating retailer on proper inventory procedures. • Effectively educates retailers to ensure adequate inventory levels in displays and fixtures. • Thoroughly and consistently ensures product freshness through proper rotation and educating retailers to interpret carton code dates and pack freshness. • Consistently maintains distribution on authorized brands and ensures adequate inventory levels between order periods. • Has a thorough understanding of all chain/wholesale returns procedures and consistently executes proper procedures when necessary.
Fully Meets Expectations	• Consistently determines and addresses out-of-stock/low stock/overstock conditions with retailer through orderbook/suggested order. • Ensures displays and fixtures are properly filled by retailers. • Uses proper procedures to return outdated or damaged product based on the account's returned good policy. • Consistently uses proper rotation techniques and has thorough understanding of shelf life/carton codes. • Ensures distribution on authorized brands in addition to ensuring adequate inventory levels.
Meets Minimum Expectations	• Addresses out-of-stock/low stock/overstock conditions through orderbook/suggested order. • Consistently fills displays and fixtures. • Removes outdated or damaged product. • Rotates product and understands shelf life/carton codes. • Utilizes authorized brand list to discuss distribution.
Fails to Meet Expectations	• Ignores or fails to address out-of-stock/lower stock/overstock situations. • Fails to ensure displays and fixtures are properly maintained. • Inconsistently rotates product. • Demonstrates inconsistency in handling out-of-date/damaged product. • Inconsistently addresses distribution of authorized brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmdp0000

RETAIL REPRESENTATIVE PERFORMANCE STANDARDS

PRESENCE

Exceeds Expectations	• Consistently demonstrates ability to maintain and update fixtures, displays, and PDI, ensuring cleanliness, replacement of outdated/broken items, and general upkeep in a timely manner. • Consistently minimizes compliance issues at retail through thorough knowledge of contracts, coupled with retailer communication and participation. • Effectively implements programs as directed by sales personnel on a timely basis, and ensures quality feedback and recommendations to selling personnel regarding issues and opportunities. • Ensures creative, high quality placement of PDI and workplan POS, and educates retailers in placement and maintenance of POS/PDI. • Consistently implements Brand Family Merchandising (BFM) of displays and fixtures, and ensures accounts involvement of activities.
Fully Meets Expectations	• Maintains displays/fixtures/PDI and implements necessary changes in a timely and consistent manner. • Handles compliance issues consistently with diplomacy and tact, and provides effective communication with sales personnel regarding program issues. • Properly implements programs on a timely basis, and communicates implementation issues to appropriate personnel. • Ensures effective placement of PDI and workplan POS on a consistent basis. • Implements BFM and plan-o-grams of displays and fixtures to ensure proper implementation of programs, and communicates need for store involvement to each account.
Meets Minimum Expectations	• Ensures maintenance of displays, fixtures, and PDI. • Handles compliance issues on a consistent basis. • Implements programs within the specified time frame. • Place PDI and workplan POS, resulting in awareness of RJR programs and promotions. • Implements BFM and plan-o-grams of displays and fixtures as directed by sales personnel.
Fails to Meet Expectations	• Fails to address maintenance of displays, fixtures, and PDI on a consistent basis. • Fails to handle compliance issues on a consistent basis, resulting in loss of RJR sales and presence. • Fails to implement programs. • Fails to place PDI and workplan POS, resulting in loss of RJR sales and presence. • Does not understand importance of BFM, and fails to address loading issues with retail store personnel, resulting in lack of proportionate loading.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmdp0000

RETAIL REPRESENTATIVE PERFORMANCE STANDARDS

PROMOTION EXECUTION

Exceeds Expectations	• Thoroughly understands and consistently executes retail pricing strategies. • Consistently understands and implements chain authorizations and retail work requests. • Consistently ensures all value added promotions are displayed and advertised in an effective manner per agreement. • Effectively utilizes all available temporary point of sale to convey retail pricing and promotional offers. • Effectively maintains all permanent PDI as sold and plan-o-gramed.
Fully Meets Expectations	• Fully understands and executes retail pricing strategies. • Effectively interprets and implements chain authorizations and retail work requests. • Effectively displays and advertises all value added promotions. • Utilizes all available temporary point of sale to convey retail pricing and promotional offers. • Maintains permanent PDI as sold and plan-o-gramed.
Meets Minimum Expectations	• Understands and executes retail pricing strategies. • Understands and implements chain authorizations and retail work requests. • Displays and advertises all value added promotions. • Utilizes temporary point of sale to convey retail pricing and promotional offers. • Maintains all permanent PDI as sold and plan-o-gramed.
Fails to Meet Expectations	• Inconsistently executes retail pricing strategies. • Ineffectively interprets or implements chain authorizations and retail work requests. • Fails to ensure VAP implementation. • Fails to utilize all available temporary point of sale to convey retail pricing and promotional offers. • Fails to maintain permanent PDI as sold and plan-o-gramed.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmdp0000

RETAIL REPRESENTATIVE PERFORMANCE STANDARDS

ADMINISTRATION AND COMMUNICATION

Exceeds Expectations

- Communicates creative ideas and observations readily and openly to peers, Sales Reps, and management, and encourages others to do the same.
- Consistently and accurately reports in-store activities as they relate to job accountabilities.
- Consistently and accurately updates account profile information.
- Consistently and effectively develops call routing schedule and ensures coverage and call count objectives are achieved.
- Demonstrates consistency in ordering and maintaining adequate supply of sales materials to achieve account objectives.
- Continuously evaluates RJR's and competitor programs and willingly communicates feedback and recommendations to appropriate personnel.
- Accurately completes and returns store surveys, and handles administrative accountabilities in a timely manner.

Fully Meets Expectations

- Communicates ideas and observations openly.
- Accurately reports in-store activities.
- Accurately updates account profile information.
- Provides recommendations for call routing schedule and ensures coverage and call count objectives are achieved.
- Orders and maintains adequate supply of sales materials to achieve call objectives.
- Evaluates results of RJR promotions and programs and communicates feedback and recommendations to appropriate personnel.
- Accurately completes and returns store surveys, and handles administrative accountabilities in a timely manner.

Meets Minimum Expectations

- Communicates, but only when prompted.
- Reports in-store activities.
- Updates account profiles.
- Achieves coverage and call count objectives.
- Maintains sales materials in an organized manner.
- Provides feedback on results of RJR promotions to appropriate personnel.
- Submits store survey and completes administrative accountabilities.

Fails to Meet Expectations

- Does not communicate ideas and observations.
- Inconsistently reports in-store activities.
- Inconsistently updates account profile information.
- Fails to achieve divisions objectives on coverage and call count.
- Fails to maintain adequate supply of sales materials to achieve call objective.
- Inconsistently provides feedback on results of RJR promotions to appropriate personnel.
- Inconsistently completes store surveys and handling of administrative accountabilities.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmdp0000